

IT'S THE RIGHT
TIME TO ENTER

TO WIN
YOU MUST ENTER

ENTRY BLANK

The News-Times Salesmanship Club.

Good for 5,000 Club Credits

Write Name and Address Plainly. Enter your name
or that of a friend.

Name

Address

City or Town

Only one entry blank will be credited to any one
member.

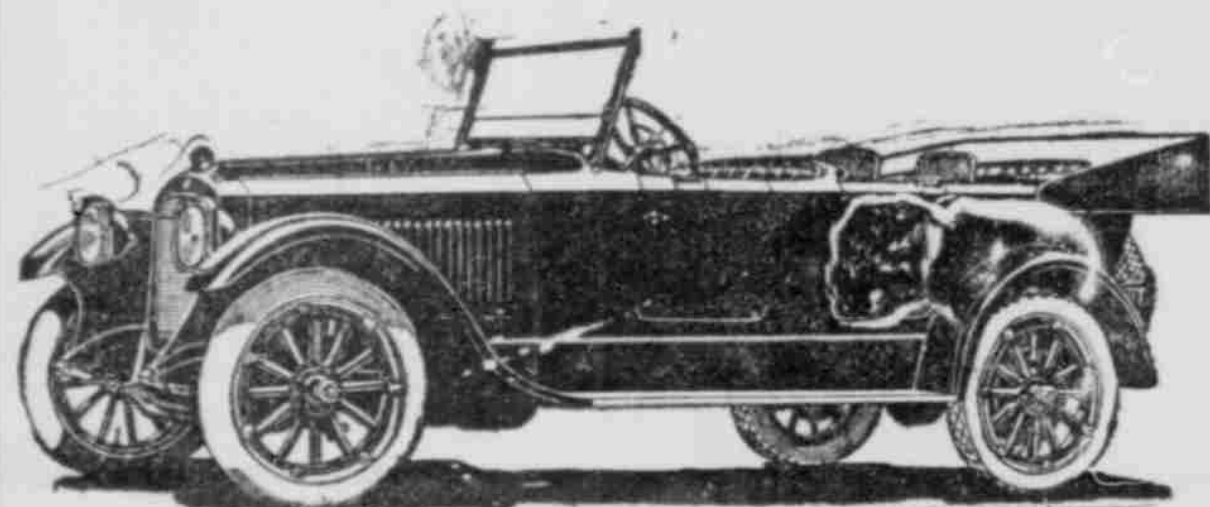
CAMPAIGN ENDS
AUGUST 13

THIS IS YOUR
REAL OPPORTUNITY

**A \$5,000 Home or a Studebaker Car or at
Least a Smaller Share of \$15,000 in Awards
Can Be Yours for Spare Time Effort.**

It's Not Too Late—But It Soon Will Be

SECOND AWARD



\$1985 Studebaker "Big Six"

Easy to Enter—Easy to Win

Any man or woman, young or old, married or single, of good character, living in the territory covered by The News-Times (except employees of The News-Times and members of their immediate families) is eligible to join the Salesmanship Club.

All it is necessary to do to enter the campaign is to clip the entry blank in this advertisement and bring or mail it to Salesmanship Club manager. This starts you off with 5,000 credits.

If you send in a subscription for three months or longer at the time of entering, you are entitled to another 5,000 credits in addition to the regular number allowed on the subscription. Or in other words, you start right off with more than 10,000 credits.

The awards are made on a competitive basis in accordance with the number of credits earned by the members. To win a prize you must earn credits—the more the better your chances of capturing one of the biggest awards.

Credits are to be had only by securing paid in advance subscriptions to The News-Times from new or old readers for three months to two years. A schedule of credits allowed appears elsewhere in this advertisement.

Spare time is all it takes to be one of the big winners. An hour a day will bring big pay.

As soon as your name is enrolled as a member you will be supplied with receipt books for taking subscriptions, free printed matter and all necessary information to start right out after the credits that will mean one of the awards.

Nine \$100 Bank Acc'ts

In St. Joseph Loan & Trust Co. and St. Joseph County Savings Bank—The Banks of Service



In building your career you should start with a strong foundation.

Your bank book is your cornerstone—whether your career is to be strong or weak is up to you. Some day your bank will be in position to be of real help to you—will your position inspire confidence and trust then.

One of these accounts gives you a start.

FIRST AWARD

Any Whitcomb & Keller built home that can be purchased for \$5,000, or if preferred a payment of that amount on a more expensive home.



A BEAUTIFUL HOME EDGEWATER PLACE

Where Whitcomb & Keller have a number of attractive homes for sale, any one of which may be selected by the winner of the first award.

**Here's How to Gain Quick Start
That Will be Hard to Overcome.**

60,000 EXTRA CREDITS

Are allowed on each and every \$20 worth of new subscriptions turned in before 10 P. M. July 9.

This is positively the biggest and best extra credit offer of the campaign. Never again will there be such an excellent opportunity to pile up thousands of reserve credits that will mean victory when the campaign ends.

GET BUSY BETWEEN NOW AND JULY 9

TWO \$200 EXTRA AWARDS

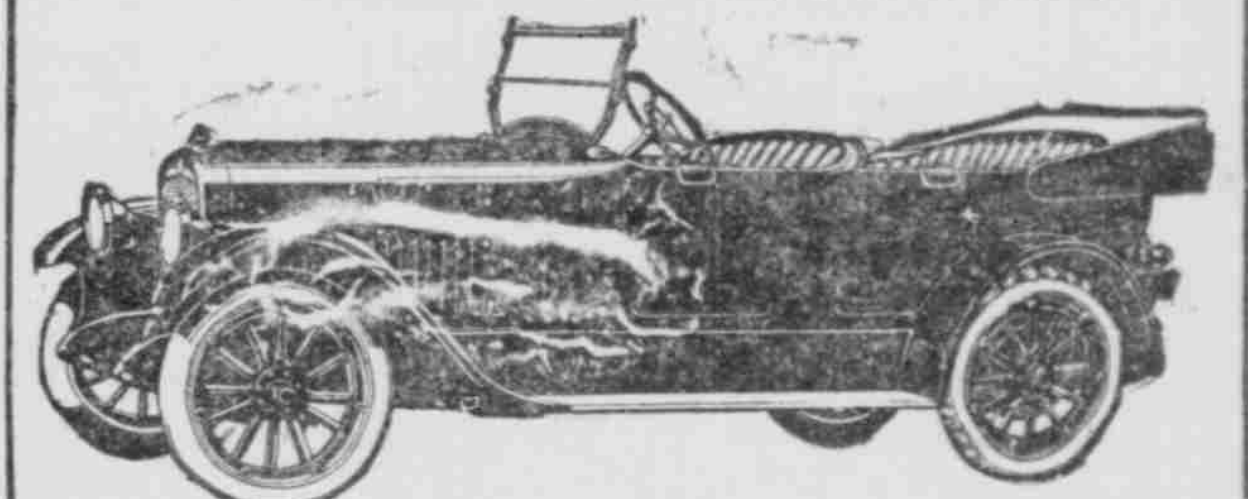
FOR BEST WORK UP TO 10 P. M. JULY 9

One for member in South Bend and Mishawaka

One for member outside South Bend and Mishawaka

SUBSCRIPTIONS COUNT TOWARD TWO AWARDS NOW A MAIN
AWARD AND ONE OF THE \$200 AWARDS

THIRD AWARD



\$1635 Studebaker "Special Six"

How Subscriptions Count in The "Salesmanship Club"

The number of credits given on new subscriptions to The News-Times are as follows:

By Carrier in South Bend and Mishawaka
Morning or Evening and Sunday
R. F. D. Routes

New Subscriptions	Price	Credits
3 Months	\$ 2.60	1,500
6 Months	5.20	4,000
12 Months	10.00	10,000
24 Months	20.00	25,000

Outside

By carrier except in South Bend and Mishawaka and all mail except R. F. D. routes in First and Second postal zones.

New Subscriptions	Price	Credits
3 Months	\$ 1.95	1,200
6 Months	3.90	3,000
12 Months	7.50	7,500
24 Months	15.00	18,000

By mail on R. F. D. routes in First and Second postal zones.

New Subscriptions	Price	Credits
3 Months	\$ 1.50	800
6 Months	2.75	2,000
12 Months	5.00	5,000
24 Months	10.00	12,500

NOTE: Renewals of old subscriptions count for just one-half the number of credits shown above. An old subscription is one given by a person receiving The News-Times when the campaign was first announced.

List of Awards

\$5,000 HOME.
\$1,895 STUDEBAKER "BIG SIX."
\$1,635 STUDEBAKER "SPECIAL SIX."
\$1,335 STUDEBAKER "LIGHT SIX."
\$1,335 STUDEBAKER "LIGHT SIX."
9—\$1000 BANK ACCOUNTS.
40—\$50 SOUTH BEND WATCHES.

10% Cash Commission to All Active Non-Winners

Every active member who fails to win one of the above will be paid 10% commission on all the subscription money he or she turns in.